

Redd, et al.
Application No.: 10/627,393

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Page 2

Applicants believe that the deletion of the priority reference to Application Serial Number 09/450,899 fulfills the correction requested in the Office Action.

5 IN THE CLAIMS

Delete Claims 1-2.

10 3. (Amended) The printing system of claim 8, wherein the reorder information includes a universal resource locator for a website[1, wherein the customized message is received by the front-end computer sub-system from the user on a user interface over the Internet].

15 4. (Amended) The printing system of claim 8, wherein the reorder information includes a telephone number[1, wherein a plurality of images prints are printed by the printer and different user-generated and customized messages are printed on the back sides of the image prints].

20 5. (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the image print[1, wherein the image print is a photographic print].

6. (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the recipient[1, wherein the image print is a greeting card, a holiday card, a invitation card, a thank you card, a playing card, a postcard, or a calendar].

25 7. (Amended) The printing system of claim 8, wherein the reorder information uniquely identifies the image[1, further comprising a computer storage device that stores the image and the customized message in association with the image].

30 8. (Amended) A method for producing image prints having customized message from a user to a recipient, comprising:

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Application No.: 10/627,393

providing an image;

receiving a customized message in association with the image, wherein the message
includes reorder information [is generated by the user for the recipient];

printing the image on the front side of a paper substrate to produce an image print;

5 printing the [user-generated and] customized message on the back side of the paper
substrate; and

sending the image print having the customized message to the recipient.

10 9. The method of claim 8, wherein the customized message includes a remark about the
image from the user to the recipient.

10. (Amended) The method of claim 2[8], wherein the customized message is received
from the user on a user interface over the Internet.

15 11. (Amended) The method of claim 8, further comprising
printing a plurality of images prints; and
printing different [user-generated and] customized messages on the back sides of the
image prints.

20 12. The method of claim 8, wherein the image print having the customized message is a
photographic print.

25 13. The method of claim 8, wherein the image print having the customized message is a
greeting card, a holiday card, a invitation card, a thank you card, a playing card, a postcard,
or a calendar.

14. The method of claim 8, wherein the recipient is the user.

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